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on October 19, 2010

TOWNSEND and TOWNSEND and CREW LLP

By: Linda Lim

PATENT
Attorney Docket No.: 026014-002301US
Client Reference No.: REG00544 2003
PT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Nathaniel Blake SCHOLL

Application No.: 10/748,694

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR
PLACING ADVERTISEMENTS BASED
ON SELECTION OF LINKS THAT ARE
NOT PROMINENTLY DISPLAYED

Customer No.: 20350

Confirmation No.: 2002

Examiner: RETTA, YEHDEGA

Art Unit: 3622

SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT UNDER
37 CFR §1.97 and §1.98

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Commissioner:

The references cited on attached form PTO/SB/08A and PTO/SB/08B are being called to the attention of the Examiner. Copies of the references are not enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

The references cited in this Supplemental IDS were cited in

Office Actions mailed on July 13, 2010; and August 10, 2010, in related U.S.

Patent Application No. 10/748,759;

an Office Action mailed on July 7, 2010, in related U.S. Patent Application No.

11/692,634; and

an Office Action mailed on September 10, 2010, in related U.S. Patent

Application No. 12/783,819.

Copies of the Office Actions in U.S. Patent Application Nos. 10/748,759;

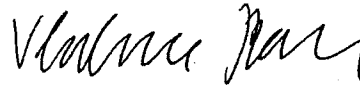
11/692,634; and 12/783,819 are available on PAIR and are believed to be readily accessible to the Examiner.

As provided for by 37 CFR §1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement.

However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



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